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ABSTRACT

In October 1979, William Rainey Harper College (WRHC) conducted a survey of 300 high school seniors and 300 parents of high school seniors to determine: (1) the students' and parents' image of WRHC; (2) the students' post-graduation plans; (3) under what circumstances a student would change his/her mind and attend WRHC; (4) under what circumstances a parent would try to change his/her child's mind about not attending WRHC; and (5) under what circumstances the parent would attend WRHC. Responses were obtained from 81.7% of the students (N=245) and 87.7% of the parents (N=263). The study revealed that most of the parents (95.8%) and all of the students had heard of Harper and that the majority had good images of the school. Of the parents, 23.1% expected that their child would attend WRHC; however, only 14.3% of the students planned to attend. Over half (53.7%) anticipated attending a college other than Harper, while another 7.8% were undecided. Diverse circumstances were listed which would change students' minds toward attending Harper; however, 16.7% of the parents and 18.2% of the students felt the students would attend if Harper offered the desired program. While 22.9% of the parents indicated that they would attend Harper under no circumstances, 29.4% indicated they would attend if specific courses were offered. The study report details methodology and findings and includes the questionnaires. (AYC)

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SURVEY OF HIGH SCHOOL SENIORS AND THEIR PARENTS IN HARPER'S DISTRICT.

Volume 11, Number 1.

John A. Lucas

William Rainey Harper College
Palatine, Illinois
Office of Planning and Research

JC 810 593

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ABSTRACT

THIS STUDY WAS CONDUCTED IN ORDER TO DETERMINE THE FUTURE PLANS OF HIGH SCHOOL SENIORS AND THEIR IMAGES OF HARPER COLLEGE. THIS SURVEY VIEWED THE PERCEPTIONS OF BOTH THE STUDENTS THEMSELVES AND THEIR PARENTS. THE STUDY ALSO EXPLORED WHAT WOULD HAVE TO CHANGE IN ORDER FOR STUDENTS TO CHANGE THEIR MINDS AND ATTEND HARPER COLLEGE. AFTER AN INITIAL MAILING OF THE SURVEYS AND APPROPRIATE FOLLOW-UP, AN 85 PERCENT RESPONSE RATE WAS ACHIEVED.

RESULTS OF THE STUDY SHOWED THAT WHILE THE VAST MAJORITY OF PARENTS AND HIGH SCHOOL SENIORS HAVE HEARD ABOUT HARPER AND HAVE GOOD IMAGES OF HARPER, THE IMAGES TEND TO BE NARROW AND DON'T GRASP HARPER'S TOTAL COMPREHENSIVE COMMUNITY COLLEGE MISSION. SURPRISINGLY, PARENTS SEEM TO HAVE A BROADER IMAGE OF HARPER'S PURPOSE THAN DO THEIR HIGH SCHOOL SENIOR CHILDREN.

SOMEWHERE AROUND HALF OF THE HIGH SCHOOL SENIORS ANTICIPATE ATTENDING A COLLEGE OTHER THAN HARPER WHILE ANOTHER TEN TO TWENTY PERCENT ARE UNDECIDED. STUDENTS THEMSELVES TEND TO UNDERSTATE THE PROBABILITY OF ATTENDING HARPER, AS ONLY 14% SO ANTICIPATED IN THE SURVEY. IN REALITY BETWEEN 23% AND 29% DO ATTEND HARPER. THE PARENTS WERE MUCH MORE ACCURATE IN THIS PERCEPTION. PARENTS HAVE QUITE DIFFERENT PERCEPTIONS OF THEIR CHILDREN'S FUTURE THAN THE STUDENTS THEMSELVES DO. PARENTS WERE MORE LIKELY TO SEE THEIR CHILDREN AS ATTENDING HARPER OR BEING UNDECIDED BUT WHEN THEY DID PERCEIVE THEIR CHILDREN ATTENDING ANOTHER COLLEGE IT WAS MORE LIKELY A PRESTIGIOUS UNIVERSITY.

THE CIRCUMSTANCES LISTED WHICH WOULD CHANGE STUDENTS' MINDS TOWARDS HARPER WERE VERY DIVERSE AND HARD TO GET A HANDLE ON. THE MOST USEFUL SUGGESTION WHICH CAME FROM THE SURVEY WAS TO CLEAR UP MISCONCEPTIONS STUDENTS HAVE ABOUT HARPER.

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Purpose

The purpose of this study was to determine the future plans of high school seniors and their images of Harper College. This survey viewed the perceptions of both the students themselves and their parents. The study also explored what would have to change in order for students to change their minds and attend Harper College. The President of Harper College requested this study.

Population Surveyed

From a list of high school seniors and their parents from districts 220, 211 and 214 a quasi-random sample of 300 students and 300 parents were drawn. After the original mailing of the survey instrument and appropriate follow-up the following response rate was obtained:

	High School Students		Parents		Total	
	N	PCT	N	PCT	N	PCT
Completed surveys returned by mail	76	25.3	123	41.0	199	33.2
Surveys completed over the telephone	169	56.4	140	46.7	309	51.5
Total responses	245	81.7	263	87.7	508	84.7
Non-forwardable	6	2.0	4	1.3	10	1.7
Couldn't reach by telephone	49	16.3	33	11.0	82	13.6
Total non-respondents	55	18.3	37	12.3	92	15.3
Total respondent population	300	100	300	100	600	100

Since the response rate was well over 80 percent this assures that the respondents are representative of the whole population of all high school seniors and their parents in Harper's district.

Method Used

The survey instruments shown in the appendix were developed by the Office of Planning and Institutional Research. These instruments were then mailed to the 300 students and 300 parents chosen for the sample. After three weeks non-respondents were mailed a second survey and after another three weeks those still not responding were surveyed over the telephone.

Parents of sons were sent different forms than parents of daughters so that the instrument could refer specifically to their son or daughter. Data from the parents' responses was analyzed separately from data obtained from the students' surveys.

Discussion of Results

When examining images the respondents have of Harper it was found that parents have more images of Harper than do students (3.1 to 2.5).

The most frequently perceived images were a two-year transfer college (65%),convenient location (45%),preparation for a career (29%),meets community needs (22%),and quality education (22%). As would be expected high school students are more aware of Harper than are their parents. Only 5.7 percent of the student sample knew little about Harper while over 12 percent of the parents knew little of Harper. Only ten percent of the parents and 13 percent of the students harbored negative images of Harper. Some images were perceived differently by parents as compared to students. For example, students were more apt to perceive Harper as a two-year transfer college (a junior college). Parents on the other hand were more apt to perceive Harper as meeting community needs, providing quality education, having an excellent faculty and as a college preparing persons for a career.

In terms of future goals about half the students surveyed plan to attend a college other than Harper. The parents perceived about 23 percent would attend Harper which was fairly accurate compared to the students' perception of 14 percent. Somewhere between 8 and 19 percent are undecided while 9 to 14 percent are anticipating full-time employment. Students themselves are more apt to see themselves enrolling at a school or college other than Harper (54% to 41%) and more apt to see themselves becoming employed full time (14% to 9%). On the other hand parents are more apt to see their children/students as undecided about their future plans (19% to 8%) and more apt to see them enrolling at Harper College (23% to 14%).

For those anticipating attending a college other than Harper, parents are more apt to perceive their children attending a prestigious university and are more apt to see their children as undecided about their college selection. On the other hand the students themselves are much more likely to see themselves attending a smaller Illinois university.

Almost a fourth of the parents of students not planning to attend Harper encouraged their children to attend Harper but they preferred to attend elsewhere.

There is a wide variety of circumstances which might change students' minds to attend Harper but they are so diverse that it would be difficult to specify any effort that would change many students' minds in a cost effective manner. There is a block of 17 percent who say they would attend Harper if the right program were offered but again the specific major fields suggested are very diverse. The most productive effort might be to clear up misconceptions about Harper. Some students were asking for academic programs we already have, or financial aid we already provide, or for job opportunities after graduation that are already available, or for transferability of courses which already exists.

Major Conclusions

While the vast majority of parents and high school seniors have heard about Harper and have good images of Harper, the images tend to be narrow and don't grasp Harper's total comprehensive community college mission. Surprisingly, parents seem to have a broader image of Harper's purpose than do their high school senior children.

Somewhere around half of the high school seniors anticipate attending a college other than Harper while another ten to twenty percent are undecided. Students themselves tend to understate the probability of attending Harper as only 14 percent so anticipated in the survey. In reality between 23 and 29 percent do attend Harper. The parents were much more accurate in this perception. Parents have quite different perceptions of their children's future than the students themselves do. Parents were more likely to see their children as attending Harper or being undecided but when they did perceive their children attending another college it was more likely a prestigious university.

The circumstances listed which would change students' minds towards Harper were very diverse and hard to get a handle on. The most useful suggestion which came from the survey was to clear up misconceptions students have about Harper.

DETAILED RESULTS

SURVEY OF SENIOR HIGH SCHOOL
STUDENTS AND THEIR PARENTS

Immediate Image of Harper College	Parents N	Parents PCT	Students N	Students PCT
A two-year college where students prepare to transfer	164	62.4	163	66.5
Convenient because of its location	122	46.4	103	42.0
A two-year college preparing students for a career	88	33.5	62	25.3
A college which offers specific programs to meet community needs	75	28.5	38	15.5
Quality education	73	27.8	40	16.3
A low cost college	63	24.0	48	19.6
A college where a student can find direction	40	15.2	33	13.5
Provides basic educational skills for those deficient	34	12.9	30	12.2
An excellent faculty	33	12.6	13	5.3
An institution using tax dollars wisely	31	11.8	22	9.0
A college whose faculty and staff care about students	29	11.0	14	5.7
Have heard the name but know little about Harper	21	8.0	14	5.7
For those who can't get accepted elsewhere	14	5.3	14	5.7
Never heard of Harper	11	4.2	0	0
An overgrown high school	7	2.7	10	4.1
Demands little of its students and grades easy	5	1.9	6	2.5
Have taken a course at Harper myself	4	1.5	1	.4
Where children, brothers, sisters or friends have attended	3	1.1	2	.8
Offers continuing education for adults	2	.8	0	0
Not on same level as state universities	1	.4	0	0
Offers summer school	1	.4	0	0
Comprehensive community college	1	.4	0	0
Place where I will send my children	1	.4	0	0
An excellent staff	1	.4	0	0
Nothing specific	1	.4	4	1.6
A place which holds no interest for me	0	0	2	.8
Good comments from Harper students	0	0	1	.4
A second choice college	0	0	1	.4
Football	0	0	1	.4
Best junior college in state	0	0	1	.4
A place for students who don't have college plans	0	0	1	.4
Total respondents to item	263		245	
Total number of images reported	825		624	
Number of images per respondent	3.1		2.5	

Plans When High School Senior Graduates	Parent's Perception N	Parent's Perception PCT	Student's Perception N	Student's Perception PCT
Attend another college or university	110 3/4	41.2	109.5	53.7
Attend Harper College	62 ½	23.1	29 1/6	14.3
Undecided	51 ½	19.0	16	7.8
Obtain a full-time job	23 3/4	8.8	28 1/6	13.8
Enlist in armed services or a public service program	8 ½	3.2	4 ½	2.2
Technical, business or trade school	8 ½	3.1	11	5.4
Take some time off to travel and think	1	.4	2 2/3	1.3
Moving to another state	1	.4	1	.5
Getting married	1	.4	1	.5
Continuing figure skating	1	.4	1	.5
	269	100	204	100

Other Colleges Students Planning to Attend

College	N	College	N
University of Illinois	17 1/6	Northeastern Illinois	1
Illinois State	12 5/6	Baylor	1
Undecided	11 1/3	Luther College Iowa	1
Northern Illinois	9 5/6	McKendry College	1
Southern Illinois	6	Northeast Missouri State	1
Eastern Illinois	5 1/3	University of Florida	1
Western Illinois	5	Paul University-Indiana	1
Arizona State	3	Bradley	5/6
Trinity	2 ½	St. Mary's of Notre Dame	½
University of Wisconsin	2	Marquette	½
University of Iowa	2	College of William & Mary	½
Northwestern	2	Iowa State	½
Knox College	1 3/4	Palos Community College	½
Indiana State University	1 ½	Army - West Point	½
Houston University	1 ½	Washington Univ. St. Louis	½
Four year private Lib. Arts college	1 ½	Cornell	½
Purdue	1 1/3	Rockford College	½
DePaul	1	Augustana	1/3
Indiana University	1	Ivy League College	1/3
Valparaiso	1	Millikin College - Decatur	1/3
Columbia College of Chicago	1	Manchester	1/3
Illinois Institute of Tech.	1	Illinois Benedictine College	½
Vincennes Jr. College - Indiana	1	Rosary College	½
Carthage College	1	Loyola	½
Winona State	1		
Drake	1		
Parks College	1		

Other Colleges Parents Perceive Their Children Will Attend

College	N	College	N
Undecided	21 ½	University of Arizona	1
University of Illinois	20 1/3	Illinois Benedictine College	1
Northern Illinois	9 1/6	Barat	1
Purdue	4	Concordia College	1
Eastern Illinois	3 5/6	University of Evansville	1
Bradley	3	Four-year college in forestry	1
Indiana University	2 ½	University of Michigan	1
University of Wisconsin	2 ½	Texas A & M	1
Southern Illinois	2 ½	McHenry Community College	1
Marquette University	2	Art Institute	1
Illinois Wesleyan University	2	Wheaton	½
Loyola University	2	S.M.U.	½
St. Louis University	2	T.C.U.	½
Iowa State	2	University of Kansas	½
Illinois State University	1 5/6	Ohio State	½
University of Iowa	1 ½	Augustana	½
Western Illinois	1 1/3	Elmhurst College	½
Eastern Kentucky	1	M.I.T.	½
Michigan Tech	1	North Park College	½
Trinity	1	University of Dayton	½
Northwestern	1	Notre Dame	½
Olivet Nazarene	1	Stanford	1/3
Ripon	1	University of Chicago	1/3
University of Colorado	1	Duquesne	1/3
Valparaiso University	1		

Summary of Other Colleges High School Students Plan to Attend

	Parent's Perception		Student's Perception	
	N	PCT	N	PCT
Prestigious state and private universities	49 1/3	45.6	36 2/3	33.0
Undecided	21 ½	19.6	11 1/3	10.2
Smaller Illinois universities	20 2/3	19.1	41 ½	37.2
Other colleges	17	15.7	21 3/4	19.6
Total	108 ½	100	111	100

Under What Circumstances Would Student Change Mind to Attend Harper	Parent's Perception		Student's Perception	
	N	PCT	N	PCT
Student was encouraged to attend Harper but student preferred to attend another college	45	22.7	0	0
If Harper offered the specific program desired	33	16.7	43	18.2
Under no circumstances or it is not clear what circumstances would change student's choice	25	12.6	59	25.0
If public transportation or other rides were available to the campus	15	7.6	9	3.8
If Harper had a national reputation	14	7.1	17	7.2
If scholarships, part-time jobs and other financial aid were available	11	5.6	14	5.9
If Harper could insure graduates would find worthwhile jobs upon completion of their programs	7	3.6	17	7.2
If Harper provided away from home college campus living environment	7	3.5	10	4.3
If Harper were a four-year college	5 ½	2.8	5	2.1
Plans are open; may attend Harper in future	5	2.5	6	2.5
If Harper provided student housing	4	2.0	15	6.4
If student had any interest in college	4	2.0	0	0
Definitely plan to attend Harper in future	4	2.0	1	.4
If student could not get into any other college	3	1.5	8	3.4
If such a good religious college weren't available	2	1.0	0	0
If tuition were lower	2	1.0	4	1.7
If Harper had a top-flight athletic program	2	1.0	4	1.7
If Harper had a better faculty	2	1.0	3	1.3
If Harper had a better student activity program and better student services	2	1.0	2	.9
If student were undecided about direction in life	1 ½	.8	0	0
If student couldn't afford private university	1	.5	6	2.5
If student weren't moving out of area	1	.5	1 ½	.6
If the bad economic conditions continue	1	.5	0	0
If student could get all day time classes	1	.5	0	0
If Harper had better facilities	0	0	4	1.7
If Harper could insure the transferability of courses to desired four-year college	0	0	5	2.1
If such good private trade or business schools weren't available	0	0	2 ½	1.1
Total responses	198	100	236	100

Under What Circumstances Would Parent Attend Harper College	Parents N	Parents PCT
If Harper offered specific programs or courses desired	45	29.4
Under no circumstances	35	22.9
Already attending or planning to attend	16	10.5
If public transportation or other rides were available	9	5.9
Already completed educational goals at Harper	8	5.2
Might attend Harper in future	8	5.2
If I had more free time	5	3.3
If I could take courses toward a master's degree	4	2.6
If tuition were lower	4	2.6
If parking lots were closer to classrooms and less walking were required	3	2.0
If I found education at Harper would be beneficial to my job	3	2.0
If I had the confidence to return to college	2	1.3
No specifics	2	1.3
If I needed to better my education	2	1.3
If I needed to start a new career	2	1.3
If I could get into Harper's nursing program	1	.7
If I were a faculty member at Harper	1	.7
If the quality of the programs were better	1	.6
If Harper had better facilities	1	.6
If I could get all day time classes	1	.6
Total responses	153	100

If Harper Offered This Specific Program Student Would Probably Attend Harper	Parent's Perception N	Student's Perception N
Not specified	4	5
Four-year degree	3	1
Aviation mechanics	2	1
Pre-med	2	0
Comprehensive program for those undecided	2	0
Truck driver	1	0
Engineering	1	2
Electronics	1	0
Agriculture	1	0
Drafting	1	0
Legal secretarial at night	1	0
Police work training	1	1
[illegible]ance and Spanish education	1	0
Graduate work in business	1	0
Automotive mechanics	1	4
Science	1	0
Figure skating	1	0
Cosmetology	1	0
Fire science	1	0
Computer science programming	0	3
Commercial arts	0	2
Electronics	0	2
Woodshop	0	2
Medical technology	0	2
Dental hygiene	0	1
Home building	0	1
Welding	0	1
International business	0	1
Reading music and classical guitar	0	1
Medical assisting	0	1
Music	0	1
Aeronautics	0	1
Theater arts	0	1
Library science	0	1
Special education	0	1
Pava psychology	0	1
Fashion design	0	1
International studies	0	1

If Harper Offered These Specific Programs, Courses, or Seminars Parents Might Attend Harper	Parents N
No specifics	30
Adult continuing education	13
Present courses offered at convenient times	4
Postgraduate courses	3
Business courses	3
Secretarial	2
Women's program	2
Courses that deal with specifics, not general concepts	1
Library science	1
Dance therapy	1
Food service	1
Auto mechanics	1
Literature	1
Theater or dramatics	1
Data processing	1
Advertising	1
Present courses offered at convenient location	1
How to be a better parent	1
Tax accounting	1
Estate planning	1
Advanced auditing	1
Tax seminars	1
Non-traditional degree programs	1
Office machines - general office work	1
Extension courses in nursing	1
Sewing	1
Community programs	1
Fire science	1

Comments

1. Your concern and help for handicapped students is excellent. Even a brief experience can have a permanent impact on an 18-year-old.

2. A college which demands little of its students and of its English department and grades easy.

3. Having walked with petitions for the start of Harper and being an honored guest at the opening, I can assure you that the school is all and more then I expected.

4. I've heard nothing but positive things about Harper College and would appreciate a curriculum guide.

5. I feel Harper is an excellent school that meets the needs of many in the community. Our eldest son attended Harper, then transferred to Northern. Our second son attends now and plans to transfer after 2 years.

APPENDIX

William Rainey Harper College
Algonquin and Roselle Roads
Palatine, Illinois 60067
312-397-3000

October 26, 1979

Dear High School Student:

In order to be effective, Harper College must plan ahead, be aware of public opinion, and remain in touch with the educational needs and plans of its constituents.

To accomplish these goals we are asking you, a high school senior, to fill out the enclosed survey and return it to us in the envelope provided. We would appreciate your help even if you are not planning to attend Harper.

The information in this survey will be very important to our planning efforts. Thank you for your cooperation.

Sincerely,

John A. Lucas

John A. Lucas
Director, Planning and Research

JAD:hl
Enclosure

SURVEY OF HIGH SCHOOL STUDENTS

IN THE

HARPER COLLEGE DISTRICT

1. What first comes to your mind when "Harper College" is mentioned? Check (✓) the image(s) which stand(s) out most to you.

_____A. Never heard of Harper College

_____B. I have heard the name but I know little about the college.

_____C. An overgrown high school

_____D. A two-year college for students who can't get accepted elsewhere

_____E. A low cost college

_____F. Quality education

_____G. Convenient because of its location

_____H. A college where a student can find direction in life

_____I. A college that offers specific programs, courses and seminars which are desired by a broad cross section of the community

_____J. Another public body using too many tax dollars

_____K. An institution using tax dollars wisely and providing public services very effectively

_____L. A two-year college where students can prepare to transfer to another college

_____M. A two-year college preparing students for a career or for upgrading current careers

_____N. A college which can help students who are deficient in basic educational skills

_____O. An excellent faculty

_____P. A college which demands little of its students and grades easy

_____Q. A college with faculty and staff who care about students

_____R. Other (specify) _____

_____

2. What are your plans when you graduate from High School? Check (✓) one.

_____A. Attend Harper College

_____B. Attend another college or university (specify) _____

_____

_____C. Obtain a full-time job

_____D. Enlist in the Armed Services or a public service program (Vista, Peace Corps, etc.)

2. (continued)

_____E. Take some time off to travel or just to think

_____F. Have not made any plans yet

_____G. Other (specify) _____

_____

3. If you are not now planning to attend Harper, under what circumstances would you change your mind and attend Harper? Check (✓) the appropriate statement(s).

_____A. Would not change my mind under any circumstances

_____B. If Harper offered the program I wanted (specify program)

_____

_____C. If Harper had a national reputation

_____D. If public transportation or other rides were available to the campus

_____E. If scholarships, part-time jobs and other financial aid were available

_____F. If Harper could insure graduates would find worthwhile jobs upon completion of their programs

_____G. If tuition were lower

_____H. If Harper provided student housing

_____I. If Harper had a top-flight athletic program

_____J. If Harper had better facilities

_____K. If Harper had a better faculty

_____L. If Harper had a better student activities program and better student services

_____M. Other (specify) _____

_____

William Rainey Harper College
Algonquin and Roselle Roads
Palatine, Illinois 60067
312-397-3000

October 26, 1979

Dear Parent:

In order to be effective, Harper College must plan ahead, be aware of public opinion, and remain in touch with the educational needs and plans of its constituents.

To accomplish these goals we are asking you, the parent of a high school senior, to fill out the enclosed survey and return it to us in the envelope provided. We would appreciate your help even if you or your son may not be planning to attend Harper.

The information in the survey will be very important to our planning efforts. Thank you for your cooperation.

Sincerely,

John A. Lucas

John A. Lucas
Director, Planning and Research

JAD:hl
Enclosure

SURVEY OF PARENTS OF

HIGH SCHOOL STUDENTS

IN THE

HARPER COLLEGE DISTRICT

1. What first comes to your mind when "Harper College" is mentioned? Check (✓) the image(s) which stand(s) out most to you.

_____A. Never heard of Harper College

_____B. I have heard the name but I know little about the college.

_____C. An overgrown high school

_____D. A two-year college for students who can't get accepted elsewhere

_____E. A low cost college

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_____G. Convenient because of its location

_____H. A college where a student can find direction in life

_____I. A college that offers specific programs, courses and seminars which meet the educational needs of its community

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_____M. A two-year college preparing students for a career or for upgrading current careers

_____N. A college which can help students who are deficient in basic educational skills

_____O. An excellent faculty

_____P. A college which demands little of its students and grades easy

_____Q. A college with faculty and staff who care about students

_____R. Other (specify) _____

_____

2. What are your son's plans when he graduates? Check (✓) one.

_____A. Attend Harper College

_____B. Attend another college or university (specify)

_____

_____C. Obtain a full-time job

_____D. Enlist in the Armed Services or a public service program (Vista, Peace Corps, etc.)

_____E. Take some time off to travel or just to think

2. (continued)

_____F. Has not made any plans yet

_____G. Other (specify) _____

3. If your son is not planning to attend Harper, under what circumstances would you try to change his mind to attend Harper? Check (✓) the appropriate statement(s).

_____A. I have already encouraged him to attend Harper but he preferred to do something else.

_____B. If Harper offered the program he wanted (specify program)

_____

_____C. If Harper had a national reputation

_____D. If public transportation or other rides were available to the campus

_____E. If scholarships, part-time jobs and other financial aid were available

_____F. If Harper could insure graduates would find worthwhile jobs upon completion of their programs

_____G. If tuition were lower

_____H. If Harper provided student housing

_____I. If Harper had a top-flight athletic program

_____J. If Harper had better facilities

_____K. If Harper had a better faculty

_____L. If Harper had a better student activity program and better student services

_____M. Other (specify) _____

4. Under what circumstances would <u>you</u> attend Harper? Check (✓) the appropriate statement(s).

_____A. Already attending or planning to attend

_____B. Under no circumstances

_____C. If Harper offered a program, a course or seminar which interests me (specify needs) _____

_____

_____D. If tuition were lower

_____E. If public transportation or other rides were available to the campus

_____F. If the quality of the programs were better

_____G. If Harper had better facilities

_____H. Other (specify) _____

_____

William Rainey Harper College
Algonquin and Roselle Roads
Palatine, Illinois 60067
312-397-3000

October 26, 1979

Dear Parent:

In order to be effective, Harper College must plan ahead, be aware of public opinion, and remain in touch with the educational needs and plans of its constituents.

To accomplish these goals we are asking you, the parent of a high school senior, to fill out the enclosed survey and return it to us in the envelope provided. We would appreciate your help even if you or your daughter may not be planning to attend Harper.

The information in the survey will be very important to our planning efforts. Thank you for your cooperation.

Sincerely,

John A. Lucas

John A. Lucas
Director, Planning and Research

JAL:hl
Enclosure

SURVEY OF PARENTS OF

HIGH SCHOOL STUDENTS

IN THE

HARPER COLLEGE DISTRICT

1. What first comes to your mind when "Harper College" is mentioned? Check (✓) the image(s) which stand(s) out most to you.

_____A. Never heard of Harper College

_____B. I have heard the name but I know little about the college.

_____C. An overgrown high school

_____D. A two-year college for students who can't get accepted elsewhere

_____E. A low cost college

_____F. Quality education

_____G. Convenient because of its location

_____H. A college where a student can find direction in life

_____I. A college that offers specific programs, courses and seminars which meet the educational needs of its community

_____J. Another public body using too many tax dollars

_____K. An institution using tax dollars wisely and providing public services very effectively

_____L. A two-year college where students can prepare to transfer to another college

_____M. A two-year college preparing students for a career or for upgrading current careers

_____N. A college which can help students who are deficient in basic educational skills

_____O. An excellent faculty

_____P. A college which demands little of its students and grades easy

_____Q. A college with faculty and staff who care about students

_____R. Other (specify) _____

_____

2. What are your daughter's plans when she graduates? Check (✓) one.

_____A. Attend Harper College

_____B. Attend another college or university (specify)

_____

_____C. Obtain a full-time job

_____D. Enlist in the Armed Services or a public service program (Vista, Peace Corps, etc.)

_____E. Take some time off to travel or just to think

2. (continued)

_____F. Has not made any plans yet

_____G. Other (specify) _____

3. If your daughter is not planning to attend Harper, under what circumstances would you try to change her mind to attend Harper? Check (✓) the appropriate statement(s).

_____A. I have already encouraged her to attend Harper but she preferred to do something else.

_____B. If Harper offered the program she wanted (specify program) _____

_____C. If Harper had a national reputation

_____D. If public transportation or other rides were available to the campus

_____E. If scholarships, part-time jobs and other financial aid were available

_____F. If Harper could insure graduates would find worthwhile jobs upon completion of their programs

_____G. If tuition were lower

_____H. If Harper provided student housing

_____I. If Harper had a top-flight athletic program

_____J. If Harper had better facilities

_____K. If Harper had a better faculty

_____L. If Harper had a better student activity program and better student services

_____M. Other (specify) _____

4. Under what circumstances would <u>you</u> attend Harper? Check (✓) the appropriate statement (s).

_____A. Already attending or planning to attend

_____B. Under no circumstances

_____C. If Harper offered a program, a course or seminar which interests me (specify needs) _____

_____D. If tuition were lower

_____E. If public transportation or other rides were available to the campus

_____F. If the quality of the programs were better

_____G. If Harper had better facilities

_____H. Other (specify) _____